

# Summary Report

## **About the School:**

With a commendable contribution from IIT Kharagpur's noted alumnus (1967) Mr. Vinod Gupta, Founder-chairman of InfoUSA, the school was established with a mission to develop outstanding management professionals capable of playing leadership roles in their chosen careers in organisations in different sectors of the economy, especially in technology-driven and knowledge based industries that are characterized by high degrees of globalisation, dynamism, complexity and innovativeness. The main focus of the Centre is on advanced post graduate and doctoral programme in Business Management, Management Development and other areas.

## **1. Curriculum and Course Offered**

### **i. Range of Degrees and Disciplines**

PhD in Management, MBA, EMBA, MS in Management and B. Tech Breadth Electives

### **ii. Consistency of Curricula with Academic Vision**

The mission of VGSOM is to develop outstanding management professionals and future CEOs who will lead organizations especially in technology-driven and knowledge-based industries, in the service of the Nation and community. Accordingly VGSOM provides course courses and electives such that students can get specialized knowledge and skills in an area of their choice, yet they graduate with wide general management skill sets that are required for CXO positions.

### **iii. Vision for Curricula and Academic Offerings 5-10 Years in the Future**

The vision is to make the curricula such that graduates can learn from academic inputs and industry experience while faculty members (through research) can provide them direction by which they can lead the industry in future. In brief students will be provided industry-driving education instead of industry-driven education.

### **iv. Quality of Programmes (Under-Graduates/Post-Graduates)**

#### **a. Relevance to Recruiters (Industries/Academic Institutions/R&D Labs)**

98 to 99 percent of our graduates are placed in the industry.

#### **b. Periodicity of Curriculum Review at Both UG and PG Level**

Two to three years

#### **c. Mechanism for Programmes Review at the UG and PG Level**

Inputs are taken from Industry experts and premier management institutes like IIMs, IITs, XLRI, MDI etc. and alumni to incorporate in the curricula.

#### **d. Course Work Mandated for Masters Students and the Average Courses Done Per Masters Student**

Maximum and Minimum Credits: 94 to 97

No. of core/elective/seminar/project subjects: 24/14/3

Average No. of courses done by student? 40

**e. Course Work Mandated for PhD Students and the Average Courses Done Per PhD Student**

Maximum and Minimum Credits: 18

No. of courses mandated for Ph.D. students:  $6 + 2 = 8$

Average No. of courses done per PhD student: 6 to 7

**2. Teaching Environment**

**a. Teachers Adequacy: (e.g. Teacher-Student Ratio for Each Academic Department)**

Teacher-Student Ratio	No. of Faculty Members	No. of Tutorial Assistants	No. of UG students	No. of PG students	No. of PhD students
1:18	15	01	80*3#	231	46

*# Average number of students in B.Tech Breadth courses.*

**b. Average Number of Tutors in Courses with more than 100 Students**

No. of courses with more than 100 students	Name of the Course	No. of Faculty Members in courses more than 100 students	Name of the Course	No. of Tutorial Assistants in course work more than 100 students
0	NA	NA	NA	NA

**c. Number of Students who were Motivated to opt for careers in**

**Engineering/Science/Technology Sectors. Based on Available Data, for at least five years.)**

Sectors	UG	PG	PhD
Engineering/Technology Science Management	26	620	35

**d. Adequacy of Infrastructure Teaching Labs and Equipments, for example by Assessing**

**Average Number of Students per Experiment in Core Courses.**

Number of Teaching Labs	Number of Equipments	Number of Core Courses (Lab Classes only)	Name of the Core Courses	Average Number of Students per Experiment in Core Courses	Name of the Lab Classes	Average No. of students per laboratory class
01	80	01	NA	NA	IT-BAL	58

#### e. Adequacy of Laboratory Assistance

Number of Teaching Labs	Number of Laboratory Classes	Name of the Lab Classes	Number of Laboratory Assistants
01	01 per week	IT-BAL	01

#### f. Availability of Students' workshops/"Tinkering" Labs to students so that they may pursue their own ideas.

Students' Workshops/Tinkering Laboratories:

Students make brochures, magazines, posters etc. in the lab. They work with databases such as, CMIE-Prowess, Capex, ACE Equity, Captalline.

### 3. Research and Development

#### a. Range of Research Activities:

- o Total No. of publications in journals ( [2010-2013](#)): 60
- o Conferences ([2010-2013](#)): 20
- o Book Chapters( 2010-2013): 5
- Books( 2010-2013): 9
- Working Paper Series: 2

#### b. Publications per Faculty/Masters/PhD Students

- o Total No. of Publications([2010-2013](#))? 60
- o Total No. of Faculty members involved ([2010-13](#))? 15
- o Total No. of Publications with Masters Students ([2010-2013](#))? 9 (\*)
- o Total No. of Publications with PhD students ([2010-2013](#))?45

(\*) During the MBA program, total credit loading for project work is 8 compared to 25 for M. Tech programs.

#### c. Average Number of Citation per Department/Center/School: 94

#### d. Recognitions & Awards (National and International) to Faculty/Research Staff/Post-Graduate Students

- Prof. A Sarkar received the prestigious Fulbright Nehru Postdoctoral Research Fellowship 2013-2014
- Prof. Susmita Mukhopadhyay received Best paper award for the paper 'The impact of SGSY-SHG on the empowerment of the SHG members-A study from Khelar, Paschim Midnapore in the international conference ICFIM, 2012 held at Vidyasagar University.
- Prof. Sageeta Sahney was awarded a Fellowship of U.S. \$500.00 for a Case Proposal titled "Customer Loyalty Programmes" at the Business Case Research & Writing Workshop

organized by the Society for Global Business and Economic Development (SGBED) in Singapore, on July 20, 2011.

- Prof. Sageeta Sahney's paper ""Success Factors to the Diffusion of an Innovative Service - A Case Study in the Indian Telecom Context" has been awarded the Distinguished Paper Award at the 2009 International Conference on E-Commerce held in Singapore, from 8th-10h January, 2009.
- Prof. A Sarkar won Best Professor in Supply Chain Management at world education congress.
- Prof. Rudra P Pradhan won Best Professor in Infrastructure Finance at world education congress.
- Prof. Rudra Pradhan is received SAP Fellowship
- Prof. Sageeta Sahney's paper "Enhancing Quality in Education: Application of Quality Function Deployment-An Industry Perspective", has been awarded the 2004 Literati Club award for Excellence. It has been declared as the winning paper for the 2003 volume of International Journal of Productivity and Performance Management, (formerly Work Study). Emerald.

**Student Awards:**

- Gopal Das, Research Scholar, VGSOM won gold medal for the best 'Outstanding Doctoral Management Student Awards (2012)' organized by AIMS International and IIM Bangalore.
- Bharat Reddy Kunduru (12BM60091) ,Arun Kumar Kota (12BM60061)and BhargavaGorthy (12BM60014) participated and won 1st prize in finance flagship event "Prometheus" of Ensemble '13 - The annual international management conclave of XLRI.
- Divij Sharma of Vinod Gupta School of Management won the first prize in TCS Smart Manager Case Study Contest conducted by Tata Consultancy Services across B-schools in India & abroad. Along with a cash prize, the article will feature in *The Smart Manager* magazine which has an estimated readership of over 300,000.

## **Important Highlights**

### **About VGSoM**

Vinod Gupta School of Management (VGSoM), founded in 1993, is the first and the largest business school to be set-up within the IIT system. With a generous contribution from one of its illustrious alumni, Mr. Vinod Gupta, VGSoM envisions producing management leaders by offering unique programmes blending both management and technology. Over the years VGSoM has been able to establish itself as one of the most reputed management institutes of the country.

The School has highly qualified faculty members in the areas of Financial Management and Accounting, Economics, Production and Operations Management, Marketing Management, Management Information Systems, Human Resource Management, Business Communication, Strategic Management and Technology Management. In addition, faculty from other departments of the Institute are routinely requested for help with different areas of specialisation. Distinguished visiting scholars and speakers from industry are also routinely invited to address the students.

The faculty members of the School are engaged in teaching Master of Business Administration (MBA) and the Executive Master of Business Administration (EMBA) (at the IIT Centres in Kolkata and Bhubaneswar) programmes in addition to a Doctoral programme in management. The faculty at the school also routinely offer several breadth electives to the Undergraduate students at IIT Kharagpur, in addition to engaging in research, on-site and on-campus consultancy assignments, case development, and developing and conducting short-term courses for practicing executives.

### **Programmes Offered Through VGSoM**

#### **Master of Business Administration (MBA) Programme**

Master of Business Administration (MBA), the flagship programme of the Institute is a full time four semester (2 year) residential programme for graduate engineers and Masters' degree holders in science, economics and commerce, intending to pursue management careers in India or abroad.

The high quality, two-year, full-time residential MBA programme offered by this business school strikes an innovative balance between theory and practice of management. The MBA curriculum has evolved to among the best in the country combining the traditional strengths of IIT in technical education with modern management philosophy. Teaching techniques include a judicious mix of lectures, case-studies, group projects and workshops. A two-month summer internship in industry exposes students to practical management problems.

The core of the programme includes compulsory courses in Human Resource Management, Production & Operations, Marketing, Finance, Information Systems Management, Organizational Behavior, Economics, Strategic Management, Legal Aspects of Business, Business Ethics, Quantitative Methods and Business Communication. A large number of electives from several departments of IIT are available for students who wish to pursue their individual interests in greater depth. In addition, students are encouraged to participate in and assist with all peripheral administrative functions in the school as this helps inculcate a sense of team spirit in them.

## **Executive Master of Business Administration (EMBA) Programme**

With the ever increasing pace of knowledge creation and obsolescence of knowledge, professionals can no longer presume to be high achievers over their entire career banking only upon their initial professional qualifications. For working professionals, to achieve the fullest career potential there is a growing need for MBA Programmes that are recognized worldwide. The EMBA programme of VGSOM aims to provide a vehicle for growth to executives by augmenting their skill sets and knowledge and reorienting their attitude. The programme ensures a firm foundation for continued learning towards making oneself relevant to the market needs.

The programme is offered on Saturdays and Sundays over a span of three years. The three year duration includes eight ten week terms (over the course of two years) of teaching, and three ten week terms (over the course of one academic year) of live projects and case development within the organization that the students are employed in.

## **Ph.D Programme**

The School offers an advanced programme in management leading to the award of the Ph.D. degree through IIT Kharagpur. The programme requires candidates to go through a package of compulsory courses recommended by the Doctoral Scrutiny Committee and write a Dissertation. The students currently enrolled in the doctoral programme are engaged in research in the areas of Marketing, Operations, Finance, Strategic Management and Human Resources.

## **Short Term Courses, Conferences and Industry Liaison**

The School offers short duration programmes for practising managers in various functional areas. The purpose of such programmes is to provide an opportunity to executives to update their knowledge in their fields of expertise and also to help them acquire the knowledge, skills and attitude required to function in other areas where they may not have had any previous exposure. Management Development Programmes (MDPs) are offered at Kharagpur and in other cities in India. Specially customized programmes are also offered in house and on campus upon request from specific organizations. Faculty members gain valuable experience through teaching in such MDPs, which is then used to enhance the quality of teaching in the MBA Programme.

## **Current Achievements of the School**

In addition to excelling in their fields, VGSOM students have routinely brought laurels to the Institute in the form of outstanding, award-winning performance in various national and international academic and extra-curricular competitions held across the country. The Finance group at VGSOM spearheaded the Financial Engineering programme at IIT Kharagpur. VGSOM is now one of the few business schools in the country and in the South Asian sub-continent to have access to Bloomberg Professional, a database offering “real-time data, news and analytics” about corporate organizations world-wide. The school also recently revived the VGSOM Working Paper Series, an initiative to encourage management researchers and scholars to share their work with their peers, and to seek feedback from senior professionals for their works in progress.

## **Conclusion**

Vinod Gupta School of Management has grown from an off-shoot of various parent departments at IIT Kharagpur to an independent, well-known, well-respected business school in the country. The faculty constantly strive to improve their curricula with the support of the Central Administration at IIT Kharagpur. The research undertaken by the faculty and students at VGSOM has been making significant contributions to the field of management. We are no longer a sapling. We are now a young tree on the IIT Kharagpur campus that will continue to fruit for a long time to come with adequate nourishment from and support of the Institute.